

Lac la Biche Herald 5c

Vol. 8, No. 11

EDMONTON, ALBERTA, WEDNESDAY, MARCH 16, 1955

Section One—8 Pages

To Spend \$40,674,440 On Highways

EDMONTON — Provincial treasurer Gerhart allotted the department of highways \$40,674,440 in his 1955-56 budget.

The amount, he said, will provide for continuation of the government's program of a provincial network of all-weather highways. Expenditures will be allotted as follows:

Main highways \$29,046,900;
Trans-Canada highway \$6,037,665;
Bridges \$5,000,000; Ferries \$12,000; other construction \$577,875.

Grassland

A free showing of "Oliver Twist" was put on by the Community League on Wednesday, chiefly for the benefit of school pupils. Many adults, however, took the opportunity to see this film classic which was much appreciated.

Mrs. Hooks of Gashaw, has arrived to take the place of Mrs. Hewko, who has resigned as grade 5 and 6 teacher at Grassland School.

Thursday, Mr. and Mrs. Semeniuk accompanied by Mr. and Mrs. W. A. Corse and Mr. and Mrs. Mellott attended the Merco banquet at the Macdonald Hotel.

Sickness is rampant in the district, and hospitals are full, both at Athabasca and Lac la Biche. Among those in hospital are Mrs. Lloyd Bennett, Billy Babcock and Baby Romanyshyn. Others are being treated at home by the district nurse.

Steve Chodan, teacher of the grade 7 and 8 room at Grassland School, escorted his pupils to Edmonton on Wednesday. The trip was made in Tony Zaskewich's school bus and everybody enjoyed the journey. Among places visited in the city was the Legislative Buildings, where the party was greeted by Mr. Lobay, M.L.A.

Caslan

Mr. Lore, district agriculturist, showed films at the Caslan School last Friday evening. He also gave an informative talk on raising swine.

Mrs. A. Matashuk returned home from a brief visit to the city.

V. Boucher has arrived to work on the section at Caslan.

AURORA THEATRE

Lac la Biche Alberta

PRESENTS

Wed. and Thurs., Mar. 16-17—
8:30 p.m.

"MARRY ME AGAIN"
Comedy

"The Sea Around Us"
Documentary in Technicolor

Fri. and Sat., Mar. 18-19—

Fri. 8:30 p.m.; Sat. 2:30, 7, 9 p.m.

"RIDING SHOTGUN"
Western in Warner Color

Starring Randolph Scott, Wayne Morris, Joan Walden.

Also "TERROR OF THE
EVERGLADES"

Mon. and Tues., Mar. 21-22—

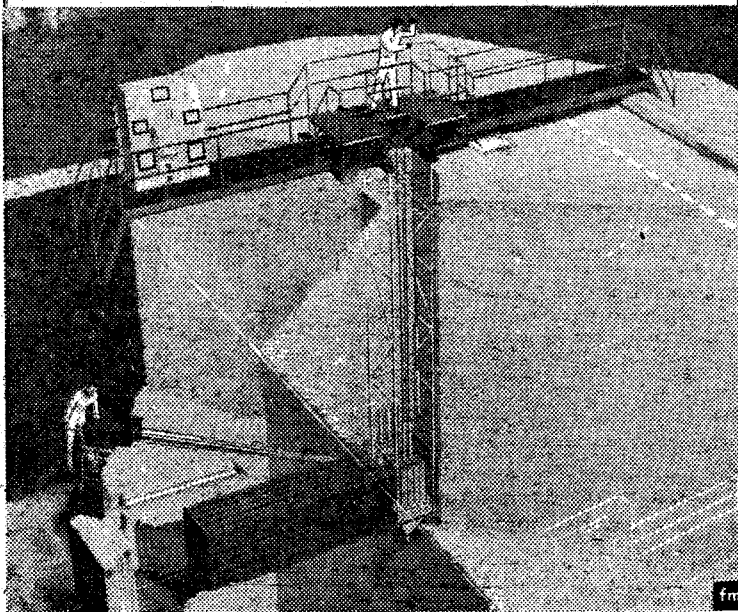
"TOP SECRET"

ALSO

"Decameron Nights"

Starring Joan Fontaine, Louis Jordan.

Atomic Power For Better Living



An artist's drawing of the first nuclear reactor to be put to work by private industry for improving a wide range of consumer products.

The first nuclear reactor to be owned and operated by private industry to produce atomic energy for peaceful, civilian purposes, has been designed and is planned for construction.

The American Machine & Foundry Company will build the reactor at an estimated cost of \$1,500,000. It will be used to develop different and better foods, medicines, textiles, plastics and other consumer goods.

General Walter Bedell Smith,

vice chairman of the board of the company, predicted that the harnessing of atomic energy to the needs of American industry will greatly aid in research and in the production of countless necessities to daily living.

The new plant, to be located on a 250-acre site in New York State, is planned as the first of a number of atomic reactors for industry throughout the country. Representative companies from each industry will use the reactor jointly.

YOUR LEGISLATURE IN SESSION

By H. LOBAY, M.L.A.

This is budget week. It will be interesting to learn how education costs are going to effect you. The vote for education grants is over 29 million dollars. For operational grants is \$18,160,000 for capital construction \$4,500,000 and for tax reduction subsidy \$6,600,000.

As the industrial development of the province is taking place we see the population increasing from 166,000 in 1905 to 760,000 in 1955 and to over a million today. Likewise the local government costs increased tremendously. From 1949 to 1954 mill rates have increased from 2 to 14 mills, because of the increased services to the people. With improving educational facilities such as more and better classrooms, increased number of teachers and teachers' salaries, education costs have been in 1952 approximately \$37,500,000, in 1953 \$42,500,000, in 1954 \$47½ million and estimated for 1955 \$55,000,000, while operational grants were: 1949 \$7,000,000, in 1954 \$18,000,000.

To meet these costs the burden of taxation has been rising yearly. This year we have introduced an extensive program of relief of taxation on the people, without cutting off any services, by a vote of \$6,600,000 to reduce costs of education to local taxpayers. This amount is the difference in total provincial requisition to municipalities of approximately \$31,000,000 on total provincial assessment of \$1,000,000,000 when based on 25 mills.

The capital grants for school construction have increased from 25% in 1952 to \$4,000 per classroom as to school size in 1954 to an additional \$1,000 increase this year taking it approximately one-third of the cost of school construction.

The operational grants are increased by \$3,900,000. Even if the rates of grants have not increased

we would need \$1,200,000 for normal increases. The remaining \$2,700,000 are for the following increases:

1. The per-teacher grants are increased to \$1,000 from \$850, amounting to \$1,100,000.

2. The per-pupil grants to \$10 from \$7 for approximately 200,000 pupils.

3. Equalization grants increased \$1,000,000.

This policy will pass on the benefit from the development that is taking place in the province to the public as a whole. Furthermore, it will aid in education in areas that need it most as the 80% limitation is removed.

MD Athabasca Holds Elections

Elections for Divisions 5 and 7 for the Municipal District of Athabasca will be held on Saturday, March 19. Fourteen polling booths have been established and they will be open from 9 a.m. to 5 p.m. on the day of the election.

George Rosychuk, former council member, and Earl Wright, who is up for re-election, will contest Division 5. Walter Klak, Anton Los and James Webb have been nominated to run for the position of councillor in Division 7.

Polling booths for Division 5 are as follows: Poll No. 1, Mont. Kirkpatrick's house; No. 2, Ken Dunster's house; No. 3, Clover View School; No. 4, Ferguson School; No. 5, Toles School; No. 6, Hammond School; No. 7, D. Winnik's house; No. 8, L. LaFlamme's house.

Polling booths for Division 7 are as follows: Poll No. 1, Fairview hall; No. 2, Greyville School; No. 3, Sawdy hall; No. 4, Mercury School; No. 5, Richmond Park hall; No. 6, Laura School.

M.D. Athabasca

Municipality Looks Forward To Tax Relief With New Provincial Budget

MEANOOK. — Officials of the Municipal District of Athabasca expect that tax relief may be forthcoming in view of announced increased grants for schools in the budget given recently in the Alberta Legislature.

Full details will not be available until the Council has an opportunity to meet and study the new arrangements for increased school and municipal grants.

At the February meeting the Reeve and Secretary-Treasurer were authorized to make an agreement with the Westlock and Athabasca hospitals. They will hospitalize residents of the former M.D. of Westlock who are now in Athabasca M.D. Basis is \$1.60 per day, to include extras, and is retroactive to the first of the year. Referred cases to Edmonton will be \$1.60 per day plus difference in hospital rates.

Mr. A. A. Eckert of Newbrook interviewed the council, and asked

Retailers Consider Cash Selling

LAC LA BICHE — At a well-attended meeting held Monday, March 7, in Lac la Biche, and sponsored by the Retail Merchants' Association, the advantages to the consumer of cash merchandising was thoroughly debated.

E. Hutton of the RMA was in charge of arrangements for the meeting. The principal speaker elaborated on post credit policies. The cost, unnecessary accounting, tendency to overbuy, which, if eliminated, meant better values and service to the public, were the topics discussed at the meeting.

An unanimous decision was reached by all present and the members signified their intention of selling for cash. This will come into effect on April 4, 1955.

Pledge Vows Double Wedding

VENICE — Miss Maria Zen became the bride of Angelo Gazzola and Miss Andreina Bonato became the bride of Joe Gazzola at a wedding ceremony in the Catholic Church in Venice at 10 a.m., Feb. 19. Rev. Father McGrane offered the nuptial mass.

The brides wore floor-length gowns of white satin and nylon with overskirts of lace and nylon net. Their veils were held in place with white tiaras, and they carried bouquets of roses and lilies-of-the-valley.

The brides' attendants were Misses Doreen Giacobbo and Lucy Giacobbo, both cousins of the grooms. The bridesmaids were gowned in yellow taffeta gowns, and wore identical headpieces.

Grooms' attendants were Edzio Gazzola, brother of the grooms and Angelo Giacobbo, cousin of the grooms.

The wedding reception was held at the home of Mr. and Mrs. R. Giacobbo, uncle of the grooms. A three-tiered cake decorated the brides' table.

Angelo and Joe Gazzola, who have been in Canada for a few years, came from Italy. The brides recently arrived from Italy.

The newlyweds will reside in Edmonton.

if they would have any work for machinery in 1955. Council stated they did not know at the present time what they would need. He stated he had a HD7, HD8, HD10 and a TD9.

Moved by Reeve Aloisio that we send the letter from J. Kostashuk re a damaged tire to F. G. Davies.

Moved by Reeve Aloisio that council purchase filters, etc., through the municipal district association. Carried.

Moved that council lease the S.W. 25-66-21-4 to Romeo Edwards for the year 1955, the M.D. to get a full one-third share of the crop. Carried.

Moved to write Mr. T. Holowenko stating this district has no record whatever re his road. Carried.

Moved that the meeting adjourn to 6:30 p.m., until Monday, Feb. 14, 1955, at 10:00 a.m. Carried.

Thursday, Feb. 10, 1955

R. R. Kostyk said he broke a tow cable and two chains belonging to two farmers, and would personally pay for one chain if the council would pay for the other. This was agreed to by the council.

F. Choney interviewed the council re pay for road work done in 1954. Councillor Breckenridge stated he had not authorized this work, and had not yet inspected it. Choney stated he had put in 80 hours digging a ditch, and four more days condouring.

Moved by Cfr. Botten that council go ahead and deepen the outlet to Flat Lake, and sign the agreement with the government. Carried.

Moved by Reeve Aloisio that Cfr. Botten, N. Armfelt, B. Wiskelis and Ray Parson and Nick Nykipo be the committee to supervise the above work and to hire the equipment to do the work, at government rates. Carried.

Friday, Feb. 14th, 1955

The meeting was called to order by Deputy Reeve Breckenridge at 10:05 a.m.

Present were Deputy Reeve, Breckenridge, Councillors Botten, Lynk, Wright, Derko and Doroshenko.

The council started to work on the budget in the morning, but did not get it completed, and it was moved that the meeting adjourn for dinner at 12:30 p.m. Carried.

The meeting was reconvened at 1:45 p.m.

Birhigt Land Sale

Hans Birhigt offered the sum of \$800.00 cash for the N.E., N.W. and S.E. 30-66-32-4. He was informed a decision would be made on Friday, Feb. 18th.

The secretary was instructed to inform S. Zorniak that Cfr. Breckenridge told him just to fill in the open holes in the Zorniak road, and to make the road passable.

The secretary was instructed to inform Clement Gauthier to see Cfr. Derko re road work owing for.

Moved that the meeting adjourn at 6:00 p.m. until Friday, Feb. 18, at 10:00 a.m. Carried.

Friday, Feb. 18th, 1955

Present were Deputy Reeve Breckenridge, Councillors Botten, Lynk, Wright, Derko and Doroshenko.

The meeting was called to order by the Deputy Reeve at 12 noon.

The secretary-treasurer reported on the golden jubilee committee meeting held in Athabasca.

Moved that Mrs. A. Adamson be approved to move a house into Colinton, provided she puts it on

(Continued on Page 4)

Lac La Biche Herald Color Comes



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Payable in advance.

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Local Editor

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Mrs. L. G. Amiot, Egg Lake.
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Mr. L. Nahorney, Frains.
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Miss Carol Johnston, Lac la Biche.
R. D. Stubberfield, Lac la Biche.
Miss Elma Ilnicki, Blue Jay.
Mrs. G. Grenier, Atmore.
Sam Parenteau, Breynat.

To The Laundry

Canadian homes are bright, warm, colorful homes—the kitchen and laundry are work rooms where our Canadian housewives now surround themselves with attractive color decorations that brighten daily work—delightful places to work in. Canada's leading manufacturer of washing machines has recognized the increasing trend towards color in the kitchen and laundry, and announced today at a meeting of its sales staff that their washers, dryers, and automatic washers will now be offered in beautiful color combinations as well as white. All carefully selected and thoroughly tested neutral colors mix or match with anything or everything. Wringer washers are pastel yellow and green, two-toned with white or in all color. Automatic washer and dryers in beautiful yellow, green and blue pastels. There will be no extra cost to the housewife for color—it's a free choice. They'll be available in dealers' stores immediately.

When asked, "How many Canadian housewives will choose colored appliances for the kitchen or laundry?" Beatty management states, "Desire for color is increasing rapidly in both United States and Canada. We expect this popular trend to continue at a high rate with the possibility that pure white appliances may, in time, fall into a state of adolescence." Color selection is in keeping with today's

modern trend towards beautiful home decoration.
Michael Hamar, Lac la Biche, is local dealer for the Beatty Bros. Company, originators of this new idea of color for the kitchen.

Plamondon

A baby shower was held for Joanne, daughter of Mr. and Mrs. August Tremblay, at the home of Mr. and Mrs. Wilfred St. Jean. An enjoyable evening was spent by the ladies playing canasta. Lunch and refreshments were served.

Plamondon residents are glad to welcome Mr. and Mrs. Otto Plamondon and their family, who will take residence here permanently. Henry Dragon has returned to McMurray.

The Johnson family of Avenir is moving to the Dawson Creek district.

Arthur Germain of Wandering River has been in the Lac la Biche Hospital for over a month receiving medical treatment.

One is never strong when they are wrong.

If It's REXALL It's Right!

THAT IS WHY we say:

Always shop at your

REXALL DRUG STORE

In Lac La Biche It's—

STEWART'S

NOTICE

News Items for the Lac La Biche Herald may be deposited in a special box in the lobby of the Lac La Biche Hotel. Contents will be cleared Thursday p.m.

ALL CONTRIBUTIONS MUST BE SIGNED
BY WRITER.

M.D. of Athabasca No. 103

Form 9 (Section 122) M.D. Act 1954

ELECTION NOTICE

Election By Electoral Divisions

PUBLIC NOTICE is hereby given that an election will be held for a Councillor for Electoral Division No. Five of the Municipal District of Athabasca for the year 1955, and the election will take place on Saturday, the nineteenth day of March, 1955, from nine o'clock in the forenoon to five o'clock in the afternoon. The Electoral Division has been provided with the following polls:

Poll No. 1 is at MONT KIRKPATRICK'S HOUSE.
Poll No. 2 is at K. DUNSTER'S HOUSE.
Poll No. 3 is at CLOVER VIEW SCHOOL.
Poll No. 4 is at FERGUSON SCHOOL.
Poll No. 5 is at TOLES SCHOOL.
Poll No. 6 is at HAMMOND SCHOOL.
Poll No. 7 is at D. WINNICK'S HOUSE.
Poll No. 8 is at L. LAFLAMME'S.

I will, at Meanook, on WEDNESDAY, the thirtieth day of March, 1955, at twelve o'clock noon, sum up the votes and declare the result of the Election.

Given under my hand at Meanook this second day of March, 1955.

B. C. HART—Returning Officer.

PRICES ARE DOWN

Order your Baby Chicks and Turkey Poults 4 weeks before delivery date and Save Money

ATHABASCA HATCHERY

ATHABASCA

Phone 201

Alberta

M.D. of Athabasca No. 103

Form 9 (Section 122) M.D. Act 1954

ELECTION NOTICE

Election By Electoral Divisions

PUBLIC NOTICE is hereby given that an election will be held for a Councillor for Electoral Division No. Seven of the Municipal District of Athabasca for the year 1955, and the election will take place on Saturday, the nineteenth day of March, 1955, from nine o'clock in the forenoon to five o'clock in the afternoon. The Electoral Division has been provided with the following polls:

Poll No. 1 is at FAIRHAVEN HALL.
Poll No. 2 is at GREYVILLE SCHOOL.
Poll No. 3 is at SAWDY HALL.
Poll No. 4 is at MERCURY SCHOOL.
Poll No. 5 is at RICHMOND PARK HALL.
Poll No. 6 is at LAURA SCHOOL.

I will, at Meanook, on WEDNESDAY, the thirtieth day of March, 1955, at twelve o'clock noon, sum up the votes and declare the result of the Election.

Given under my hand at Meanook this second day of March, 1955.

B. C. HART—Returning Officer.

In time of need call . . .
Lakeview Mortuary

MONUMENTS

AMBULANCE SERVICE

Flowers for all occasions. "A complete funeral service."

J. Tardif, Mgr. Ph. 53

LAC LA BICHE Alberta

For Quality Goods
at Low Prices

—call or write—

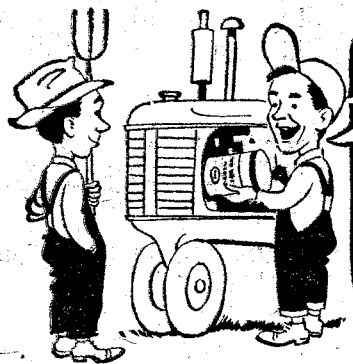
Athabasca
Music Store

ATHABASCA Alta.

Hagstrom Accordions, String
Instruments, Music Sheets,
Record Players—Records,
Sporting Goods, Etc.



Mail Your Pink
Envelope Today



CHAS. LEBAS

Says . . .

"MARVELUBE HEAVY
DUTY OIL AND CARE
SAVES REPAIR"

Keeping your tractor, car or truck well lubricated at all times pays off in dollars and cents. And it pays to use lubricants that are known to be good. Marvelube Heavy Duty helps to keep your engine free of carbon, gum and sludge. You'll have a longer lasting engine and a minimum of repair, after a season's wear and tear. Let us know how much you'll need for the season and we'll deliver it right to your farm.



CHAS. LEBAS

Imperial Oil Dealer

LAC LA BICHE

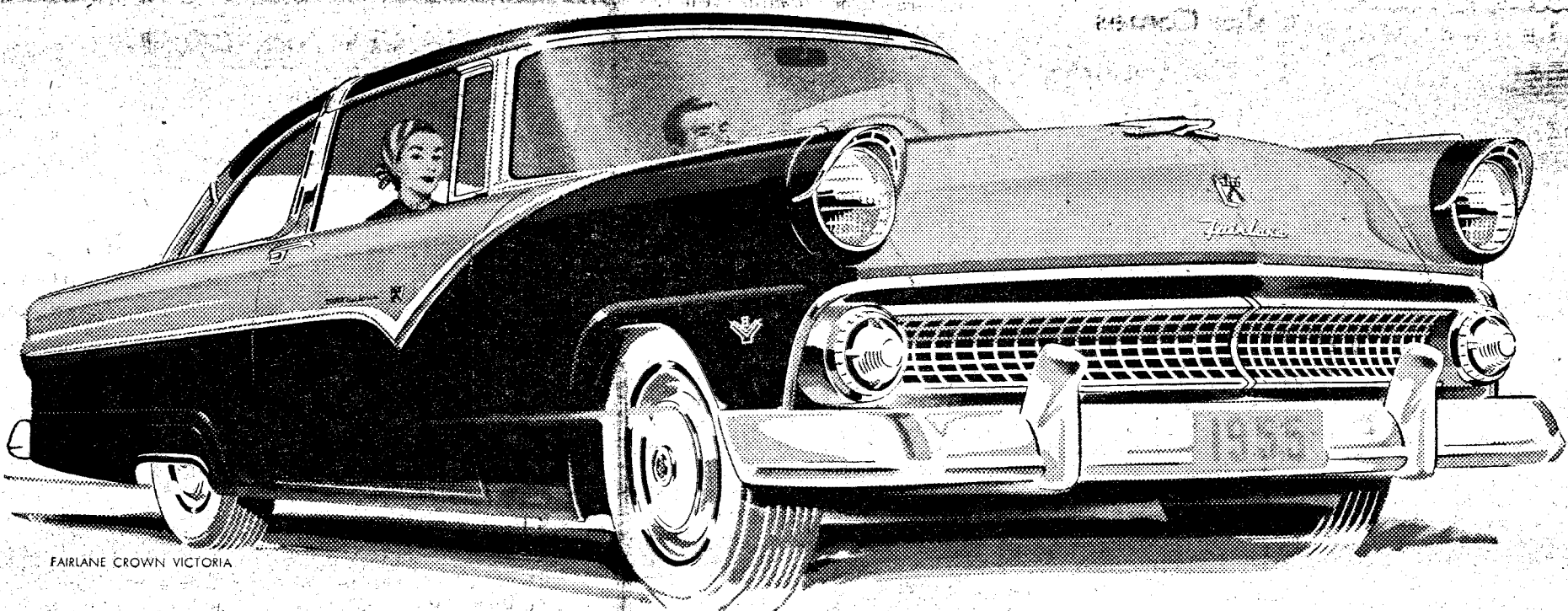
Alta.

YOU'LL ENJOY SHOPPING THE MODERN SELF-SERVE WAY at

MICHAEL HAMAR'S

IN LAC LA BICHE

Groceteria -- Men's and Boys' Wear -- Hardware -- Electrical Appliances



FAIRLANE CROWN VICTORIA

ON DISPLAY NOW!

SEE IT...
DRIVE IT...
COMPARE IT...

'55 Ford V-8

Completely NEW body... totally NEW styling
NEW overhead-valve V-8... NEW ball-joint suspension

*15 new, longer, lower models in 4 stunning series...
Fairlane, Customline, Mainline and Station Wagon...
style-inspired by the famous Ford Thunderbird*

*New instant responsiveness for greater safety...
with 162-Hp. or 182-Hp. overhead-valve V-8!*

*Totally new shock-free ride
with ball-joint front suspension*

*...and the most beautiful and glamorous
interiors ever designed!*

The car that changed the industry sweeps ahead again!

Yes, they're here now—in your dealer's showroom—the most exciting models of the year!

Ford's success, year after year, has forced the whole automotive industry to change its ideas about style, performance and ride... and again in 1955 Ford is far out front with sweeping and significant changes!

Ford is *totally new* in beauty, with a completely new body and crisp, clean, modern styling, inspired by the famous Thunderbird—styling that is reflected in all fifteen new models and reaches its peak of distinction in the brilliant new Fairlane Series! Ford interiors, too, are far more luxurious, far more distinctive than anything you've seen before!

'55 Ford is *totally new* in performance... Trigger-Torque performance from a proven Y-Block overhead-valve V-8 engine, with the flashing power and instant responsiveness that mean *far greater safety* in today's driving situations. And this great new overhead-valve V-8 engine—product of the experience gained in building more V-8's than all other manufacturers combined—is yours in every model in every series—as standard equipment!

Ford is *totally new* in ride... with completely new Angle-Poised Ball-Joint Front Suspension that cushions road-shocks coming from *in front* as well as the straight up-and-down shocks. This entirely new suspension gives you the smoothest ride and easiest steering you've ever enjoyed!

with a proven V-8 ... *standard equipment in all models*

162-Hp. standard; 182-Hp. Y-Block Special V-8 available with Fordomatic Drive in Fairlane and Station Wagon models

(Certain features illustrated or mentioned are "Standard" on some models, optional at extra cost on others.)

SEE IT, DRIVE IT AT YOUR FORD DEALER'S



LAKEVIEW MOTORS

--

Phone 68

--

Lac la Biche

Municipality Looks Forward To Tax Relief With New Provincial Budget

(Continued from Page 1)
a foundation and fixes it up in good condition. Carried.

The secretary was instructed to inform H. Collins to see Mr. Breckenridge about his fence.

Moved we inform Mr. Hendy that council does not wish to sell the Evans land, the N.E. 13-66-24-4.

Moved by Mr. Lynk that the meeting adjourn for dinner at 12:30 p.m. Carried.

The meeting reconvened at 1:30 p.m.

P.E.A.

Moved that the Secretary-treasurer be authorized to sign a release re prairie farm assistance, on behalf of the municipal district, to the following townships, which show over eight bushels of wheat per acre: 67-17-4, 64-18-4, 67-18-4, 65-20-4, 65-19-4, 64-21-4, 65-21-4, 67-21-4, 63-22-4, 65-22-4, 66-22-4, 67-22-4, 66-23-4, 66-23-4, 66-24-4, 67-24-4, 68-24-4. Carried.

Meanook Golden Jubilee

community, and asked that Mea-Erick Brown interviewed the council on behalf of the Meanook nook's share of the golden jubilee funds be given to Meanook to help finish the curling rink.

Birch Lake Land Sale

Moved that council sell the N.E. 30-66-22-4 for \$200.00 cash, the N.W. 30-66-22-4 for \$200.00 cash, and the S.E. 30-66-22-4 for \$100.00 cash to N. Birch Lake and Walter Jas. Murphy of Athabasca, subject to the approval of the Minister of Municipal Affairs, and that a by-law be passed. Carried.

By-Law No. 368

By-Law No. 368 of The Municipal District of Athabasca No. 103.

A by-law concerning the sale of the N.E. 30-66-22-4, pursuant to the provisions of The Tax Recovery Act, 1942, and amendments thereto;

Whereas an offer has been received from Walter James Murphy of Athabasca to purchase the N.E. 30-66-22-4 for the sum of \$200.00 cash;

Be it enacted that the said offer be accepted, subject to the approval of the Minister of Municipal Affairs, as provided under Section 18 of the above recited act, and that the Reeve and Secretary-Treasurer be authorized to execute a transfer, on said terms.

Received first and second reading, and by unanimous consent of all the councillors present, a third reading, and finally passed this 18th day of February, A.D. 1955.

By-Law No. 367

By-Law No. 367 of The Municipal District of Athabasca No. 103.

A by-law concerning the sale of the N.W. 30-66-22-4, pursuant to the provisions of The Tax Recovery Act, 1942, and amendments thereto;

Whereas an offer has been received from Hans Birkigt of Athabasca to purchase the N.W. 30-66-22-4 for the sum of \$200.00 cash;

Be it enacted that the said offer be accepted, subject to the ap-

proval of the Minister of Municipal Affairs, as provided under Section 18 of the above recited act, and that the Reeve and Secretary-Treasurer be authorized to execute a transfer, on said terms.

Received first and second reading, and by unanimous consent of all the councillors present, a third reading, and finally passed this 18th day of February, A.D. 1955.

By-Law No. 368

By-Law No. 368 of The Municipal District of Athabasca No. 103.

A by-law concerning the sale of provisions of The Tax Recovery Act, 1942, and amendments thereto;

Whereas an offer has been received from Walter James Murphy of Athabasca to purchase the S.E. 30-66-22-4 for the sum of \$40.00 cash;

Be it enacted that the said offer be accepted, subject to the approval of the Minister of Municipal Affairs, as provided under Section 18 of the above recited act, and that the Reeve and Secretary-treasurer be authorized to execute a transfer, on said terms.

Received first and second reading, and by unanimous consent of all the councillors present, a third reading, and passed this 18th day of February, A.D. 1955.

Boundaries Adjustment

Moved that a committee of this council be appointed by the chair to study the question of the proposed adjustment in co-terminous boundaries in the Rochester area, with the Athabasca School Division. Carried.

Flat Lake

The matter of draining Flat Lake was against discussed, and it was pointed out to the council that the back hoe owned by J. Cooke of Athabasca is only a one-third yard bucket mounted on a one-ton truck, and he wants \$10.00 per hour for it. Moved by Dep. Reeve Breckenridge that the Flat Lake committee get in touch with all the farmers around Flat Lake to see if they wish to hire the above outfit at \$10.00 per hour. Carried.

W. Kowalyk Road

Moved we inform W. Kowalyk that the road through his land, the N.E. 18-66-17-4, is a registered road and was surveyed and registered years ago when it was in the L.I.D., and no compensation is payable by this municipal district. Carried.

Moved that Mildred Nadeu be admitted into the Provincial Training School. Carried.

Moved that the fire guardians be the councillors and also B. C. Hart and H. Arnfelt. Carried.

AT HYLO YOU GET
Complete Shopping Service
when you call on
Stanley Grandish
Groceries — Groceries —
Dry Goods — Hardware —
Builders' Supplies
Phone Central, HYLO

Expert Welding
and
Blacksmithing
on all types of Cars, Trucks,
Tractors and Machinery.
If you like our work — tell
others. If not — tell us.
Dealers for New Idea Farm
Implements and Keck-
Gonnerman Threshers
Atmore Welding &
Blacksmithing
"Larry" Shank, Prop.
ATMORE Alberta

For Expert Attention
To Your
Wiring Needs
O. D. TREMBLAY
Electrical Services
LAC LA BICHE Alberta

McEachern & Sons Ltd. wish
to announce that they are now
the proprietors of
HYLO MOTORS
See us for all your Automobile
and Tractor Repairs, Imperial
Esso Products
McEachern & Sons Ltd.
HYLO Alberta

Lac La Biche

Mr. Badry made a trip to Edmonton with his car, accompanied by R. White and Mr. Kelly.

Jack Olstad and Fred Harman motored to Westlock last week.

Mrs. Madeleine Rudiger is back at work at the Royal Cafe.

Two curling teams from Lac la Biche went to Newbrook last Saturday. Jack Olstad's team played against G. Richard's. Richard's team won.

Clyde Diesel has left school to join the Canadian Air Force.

Kenneth Proctor is home on a six-day leave from the Navy.

Starting April 1 stores in Lac la Biche will be operating on cash basis.

Mr. and Mrs. J. A. Booker are the proud parents of a baby girl.

BUY IT HERE!

Tasty, delicious and wholesome
Home-made bread, baked right
here in town.

Buy it at

Richard's Bakery

LAC LA BICHE

Alta

Dr. P. R. GALAN

Dental Surgeon

643 Tegler Building

will be at

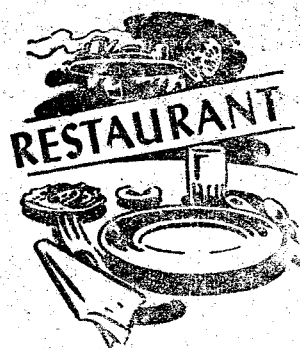
York Hotel, Lac La Biche

March 25 and 26

April 22 and 23

Phone 27674

EDMONTON



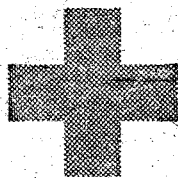
GIVE MOTHER A REST

Treat her, and the
family, to a delightful
meal at the—

Royal Cafe

LAC LA BICHE

Alberta



"There is no more noble and
humanitarian organization
in the whole world than the
Red Cross"

GEORGE MATTHEW ADAMS

Your donation to the Red Cross helps provide:

•Preparedness for Disaster •Outpost Hospitals •War Veteran Services
•Free Blood Transfusion Service •Nursing and Health Services

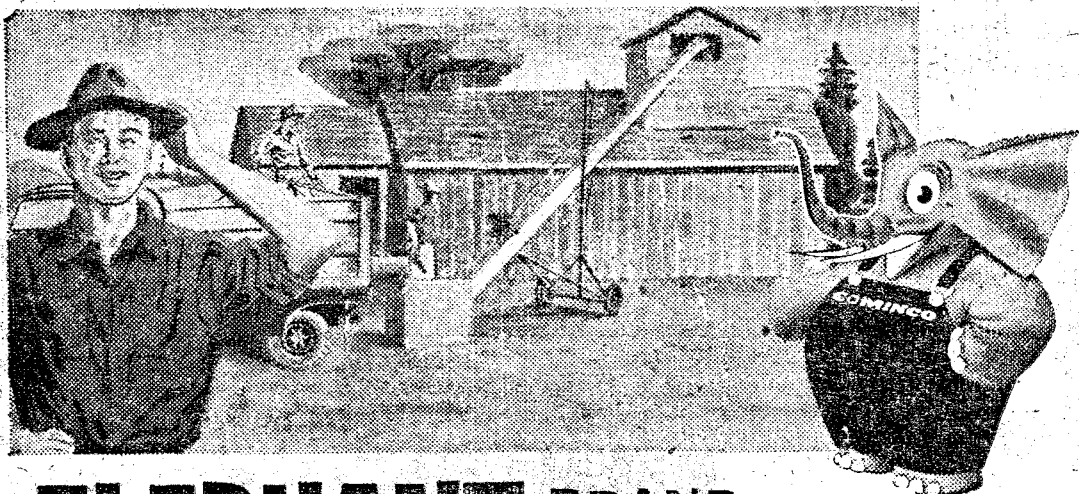
GIVE to the RED CROSS

Cheerfully... Gratefully... Generously!

\$5,494,100 IS NEEDED THIS YEAR

5510

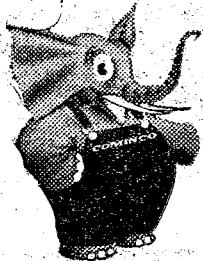
Now - better yields at LOWER COST PER ACRE



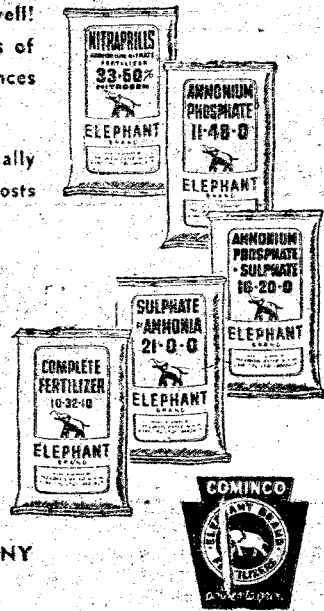
ELEPHANT BRAND FERTILIZERS

You'll improve yields with Elephant Brand — and cut your costs as well!
Fertilized crops start faster, stay ahead of weeds and reduce chances of
disease. Wireworm and Cutworm damage is minimized; so are chances
of grade losses from adverse weather.

Choose from five Elephant Brand Fertilizers... each one scientifically
balanced for particular soil and crop needs. It's an investment that costs
you only pennies — but pays you dollars in extra dividends.



ORDER
FROM YOUR DEALER
NOW!
Take delivery right away



Manufactured by
THE CONSOLIDATED MINING AND SMELTING COMPANY
OF CANADA LTD.

Sales Offices:

MONTREAL • VANCOUVER • CALGARY • SASKATOON • WINNIPEG

Blue Jay

A surprise birthday party was held for Mike Ilnicki on his 45th birthday. Many friends attended from Plamondon Bay, Atmore, Charron and Blue Jay to present him with many useful gifts.

Harry Pallishy made a quick business trip to the city last week.

Miss Mary Klimuit motored to the city with her friends on Friday morning and returned on the bus on Sunday night.

Walter Ilnicki was visiting his parents last weekend and motored to Edmonton Sunday night with Mr. and Mrs. Nick Skorayko and Otto Abbak.

The Wandering River Mill was closed down during the cold weather and will re-open when it warms up.

Mike Ilnicki will make his usual trip with livestock to the city on Monday, March 7.

The Blue Jay-Charron FUA meeting was held in Charron Hall Mar. 2. It was decided to hold a bingo at the Blue Jay Community Centre on March 19.

Grassland

Congratulations to Mark W. Guy who celebrated his 70th birthday on March 4. Mr. Guy was one of the original settlers in the Grassland district, and also one of the first members of the Alberta Wheat Pool, having signed a contract at Blackie in 1923 shortly before moving to Grassland.

Flt.-Lieut. Leila Watt has returned from duty with the RCAF in Germany, and is now residing in Edmonton. Miss Watt is a former district nurse at Grassland.

George Burlack is seriously ill in the Lac la Biche Hospital.

Alphonse Garnier, of the Art Signs Co. in Edmonton, was a recent visitor of his parents, Mr. and Mrs. Francis Garnier at Grassland.

NOW!

Bigger, Renovated Premises to Serve You Better at

Eli's General Store

Groceries, Dry Goods, Meats, Confectionery

Eli Tkachuk, Prop.

Phone 118 LAC LA BICHE

SEALED APPLICATIONS

will be received by Secretary of Northern Refrig. up to March 18, for the position of PLANT MANAGER for the summer, starting April 1 to December 1.

State wages and experience.

H. CRAMER, Sect.



Young Kangaroos depend on mother's pouch for protection — far seeing people depend on Insurance.

Check your Insurance—NOW

Auto Insurance

Monthly Installments
Only 20% down.

C. M. SUTTON

Phone Central

GRASSLAND

Alberta

He was accompanied by Miss Leola Schirmacher.

Mr. Duniec and Mr. Fridman were at Meanook this week on business.

Mike Sworin was here from Drayton Valley last weekend.

Francis Garnier and Ira McKenzie have returned from Lac la Biche, where they have been working on the new Provincial building.

Mr. and Mrs. Aabak, Mr. and Mrs. Skoreyko and Mike Ilnicki are back from a business trip to the city.

Saturday was Red Cross day at Grassland. All proceeds from the weekly show were devoted to the worthy cause. The ladies donated the food for a chicken supper, and there was bingo later in the evening.

Mike Sworin was home from his job at Drayton Valley last weekend.

A new teacher is expected on Saturday to replace Mrs. Hewko, who has resigned.

Your time, your energy, and your money makes Red Cross service possible. If you haven't the time or the energy your money can help carry on the work.

Frains

Archie Shwetz visited his brother, Eddie, in the city.

Mrs. Stephen Chopoidal visited the city recently.

Mr. and Mrs. Nahorney and Donnie motored to the city to visit with Lawrence.

Mrs. Chernichyn and Miss Koltowski, with the school children, attended the show, "Oliver Twist", being held at Grassland Community Hall.

Noral

Metro Waselenchuk and Alex Holush motored from Edmonton and were visiting at the Woychuk home over the week-end.

Albert Hoflin returned to Edmonton on Wednesday after spend-

ing a few days at his home. Miss Gertie Hoflin went with him.

Harold Hansen spent a few days in the Lac la Biche Hospital last week.

Miss Dorothy Walter motored to Red Deer over the week-end to visit her parents.

APEX, N. J. — Arrested by a patrol officer for speeding 85 miles an hour, John L. Pennington, 62, Pittsboro, explained that he was just "charging" his automobile battery. He was fined \$50 and costs.



Sold By...

ROBINSON STORES

LAC LA BICHE

Alberta



**WE'LL MAKE IT
LOOK LIKE
NEW AGAIN!**

For all your car and truck repairs,

Call at the...

LAC LA BICHE GARAGE

Willys Cars and Trucks—Willys Jeeps

LAC LA BICHE

Alberta

OPTOMETRISTS

LeDrew, Rowand and McClung

707 Tegler Bldg., Edmonton, Alta.

James G. Rowand will be at the Lac La Biche Hotel on Friday and Saturday, March 25 and 26

(Appointments arranged at the Hotel desk)



**For a Complete
Insurance Service**

Fire - Life - Automobile
Accident

SEE

Michael Maccagno

REAL ESTATE

NOTARY PUBLIC

LAC LA BICHE

Phone 21

Golden Jubilee



Song Writers' Competition

This competition is open to amateur and professional song writers of Alberta, and entries will be received up to April 15th, 1955.

\$750.00 in prizes will be awarded to the compositions considered by the judges to be the best submitted. A substantial sum of money will be awarded to the most outstanding entry. Compositions previously published will not be eligible.

Songs may be for solo voice or unison singing as well as part-songs for two, three or four voices. If the compositions are designed to have a full piano accompaniment, this MUST be provided.

Full details may be obtained from the Jubilee Committee (address below).

Play Writing Competition

Entries for the Jubilee Play Writing Competition will be received up to June 30, 1955.

Plays must have a playing time of not less than one hour and three-quarters, but no restrictions are made as to the division of play material into acts.

Plays must be original and should be typewritten, double spaced and typed on one side of the paper only.

Three plays will be bought at a price of \$250.00 per play and these plays will be made available to groups wishing to use them as part of the Jubilee activities, free of royalty during the remainder of 1955.

For further information contact:

GOLDEN JUBILEE COMMITTEE

Room 119 — Legislative Bldg.

Edmonton

Alberta

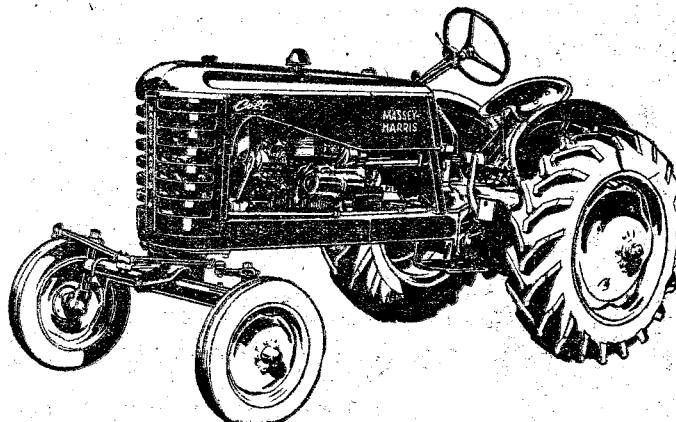
YOU CAN OWN A NEW MASSEY-HARRIS Colt

That's right! And you get more quality, more tractor for your money than with any other in the 124-cubic-inch class.

It's low, has adjustable Hi-Arch front axle, adjustable rear tread and wide 10-28 tires. It's streamlined—with air cleaner at hood level, muffler and exhaust covered.

You step up on a side-mounted plate to reach the platform... no need to climb over rear-mounted tools. There's a spring type seat, roomy platform, easy-shifting gears, 3-Point Hitch and Full Follow-up Hydraulic System. And the Colt handles as easy as your car.

Next time you're in the neighborhood, stop in and see the new Colt—it's your best buy in the 124-inch class.



GRASSLAND SALES AND SERVICE

GRASSLAND

Alberta



AUCTION SALE

SCHOOL LANDS and PUBLIC LANDS

No. 3 - 55

Public notice is hereby given that the following lands will be offered for sale by Public Auction ONLY at 1 P.M. at the places and dates hereinafter mentioned. No bids submitted privately, by mail or otherwise are acceptable.

Lac La Biche - Wed., March 30th, 1955

Land	Area	Price	Improvements
Pt. NE 32-63-11-W. 4th Mer.	58.8 acres per acre	\$3.00	Nil
NE 27-63-12-W. 4th Mer.	160 acres per acre	\$3.00	Nil
SE 27-63-12-W. 4th Mer.	160 acres per acre	\$5.25	Frame house 22'x26' valued at \$1200.00 frame tool shed 6'x8' valued at \$10.00, 1/2 mile 2 wire fence on the north, west and south plus 1 mile 2 wire cross fence with spruce and tamarack posts, valued at \$120.00, 18' cribbed well \$40.00.
Pt. LSD 9; N1/2 LSD 10; LSD's 15 and 16, Sec. 34-64-12-W. 4th Mer. (north of road)	112.27 acres per acre	\$3.00	Frame house 24'x24'x14' valued at \$100.00. Ownership unknown but money to be held by Department until satisfactory claim made.
Pt. NE 35-66-13-W. 4th Mer.	157.85 acres per acre	\$3.00	Nil
NW 35-66-13-W. 4th Mer.	160 acres per acre	\$3.00	Nil
Pt. NE 30-68-13-W. 4th Mer.	153.87 acres per acre	\$3.00	Log house 14'x15' with 14'x14' addition, valued at \$80.00. Log house 18'x24' valued at \$120.00. Log shed 8'x12' valued at \$5.00.
SW 1-65-14-W. 4th Mer.	160 acres per acre	\$3.00	Nil
Pt. NW 29-66-14-W. 4th Mer.	147.68 acres per acre	\$3.50	Nil
NE 11-65-15-W. 4th Mer.	160 acres per acre	\$4.00	Nil
NW 11-65-15-W. 4th Mer.	160 acres per acre	\$4.00	Nil
SE 11-65-15-W. 4th Mer.	160 acres per acre	\$3.50	Nil
SW 11-65-15-W. 4th Mer.	160 acres per acre	\$3.50	Nil
NE 1-69-15-W. 4th Mer. (approximately 50 acres under cultivation)	160 acres per acre	\$5.00	Nil
Pt. SE 20-65-16-W. 4th Mer. (approximately 18 acres under cultivation)	100 acres per acre	\$7.50	Nil
Pt. LSD 16, Sec. 11-68-16-W. 4th Mer.	11.08 acres per acre	\$4.00	Nil
SE 11-66-17-W. 4th Mer.	160 acres per acre	\$3.00	Nil
Pt. SW 11-66-17-W. 4th Mer.	124.53 acres per acre	\$3.00	Nil
Pt. SE 33-70-17-W. 4th Mer.	151.3 acres per acre	\$3.00	Nil
Lots 14 to 20 inclusive, VENICE, PLAN 6036 E.T.		\$40.00 per lot	Nil

The sale will be subject to the following terms and conditions:

The Department reserves the right to withdraw any of the lands from the sale or to include any other lands therein.

Lands sold shall be subject to reservation for existing surveyed roads, or roads hereafter surveyed, provided application for such roadway is made by the Provincial authorities prior to the issue of Patent. The areas of lands sold are subject to adjustment in accordance with the revised plans of survey.

Purchasers of timbered lands must take out a permit subject to the usual dues and fees before cutting any timber except for their own use.

Sand or gravel must not be removed from the lands sold until a permit has been obtained from the proper authorities and payment made of the required fee and dues.

The sales will only convey the surface rights of the land and will be subject to the usual reservation in favor of the Crown.

The sale shall convey to the purchaser only those improvements upon the land which are the property of the Crown at the date of sale. All such improvements are fixtures and shall remain on the land and be the property of the Crown and shall not be removed or destroyed until final payment on the land has been made.

If any improvements are stated in this notice to be the property of anyone other than the Crown then the preceding paragraph shall not apply. The improvements may be sold at the sale but no representations are made and no warranty of any kind is given as to ownership or otherwise.

TERMS OF PAYMENT

On areas in excess of forty acres: Payment in full of the purchase price shall be paid at the time of the sale or one-fifth of the purchase price shall be paid at the time of the sale and the balance of such purchase price shall be paid in nine equal successive annual instalments, with interest at the rate of four per cent per annum which interest shall be paid with each instalment on the balance thereof from time to time remaining unpaid. Any instalment not paid when due will be subject to interest at the rate of five per cent per annum.

On areas of forty acres or less: Payment in full of the purchase price shall be paid at the time of the sale or one-fourth of the purchase

price shall be paid at the time of the sale and the balance of such purchase price shall be paid in three equal successive annual instalments, with interest at the rate of four per cent per annum which interest shall be paid with each instalment on the balance thereof from time to time remaining unpaid. Any instalment not paid when due will be subject to interest at the rate of five per cent per annum.

On the lots in Venice, Plan 6036 E.T.: Payment in full of the purchase price shall be paid at the time of the sale.

Upon a parcel of land being sold, the purchaser shall immediately pay the Clerk of Sale the full amount of the purchase price or pay the amount of the first instalment, and in addition make payment in full for the improvements which are listed herein; otherwise the parcel will at once be put up again.

Payment sufficient to cover the requirements of the first instalment, calculated on the upset price, must be made in cash, or by marked cheque on any chartered Bank of Canada, payable at par at the place of sale, or by guaranteed non-negotiable transfer vouchers, certified non-negotiable transfer vouchers or certified cheques. If the amount bid for a parcel of land exceeds the upset price the difference between the upset price and the amount bid may be paid in cash or personal cheque.

Further particulars covering the terms and conditions of the sale may be obtained by communicating with the Director of Lands, Department of Lands and Forests, Edmonton.

Prospective bidders should satisfy themselves as to the quality, etc., pertaining to the lands.

By Order,

V. A. WOOD, Director of Lands.

Department of Lands and Forests,
EDMONTON, Alberta.

E. & O. E.

You are there when a bewildered Disaster can happen here! You youngster in a foreign land joy- are serving in any emergency when fully accepts fresh clothing supplied by the Canadian Red Cross.

Deaths Ruled Accidental

EDMONTON (BUP) — A coroner's jury has ruled that the deaths of two men who were overcome by fumes while cleaning a tank car were accidental.

Thirty-year-old Rosario Carbone and 39-year-old Elimar Wiedner of Edmonton died Feb. 8 after being overcome by fumes at the Canadian Chemical Company plant near the city.

The jury said the men died from carbon monoxide and ketone gas poisoning after entering a car which they had not washed properly. The jury recommended that a foreman be present on such hazardous jobs.

Hair Styles of Tomorrow



For the latest in—
Hair Styling
Hair Shaping
Permanents
Cold Waves

IRENE'S
Beauty Shoppe
LAC LA BICHE Alberta



Now Available

GOLDEN JUBILEE DISPLAY KITS

Displays and decorations will be a very important feature of Golden Jubilee activities, and to help bring the gala Jubilee atmosphere to every community, special Golden Jubilee Display Kits have been designed. You are invited to make use of these kits in your decorating plans at Ceremonies, Presentations, Fairs, etc.

BRIGHT AND DECORATIVE KITS FOR:

- WINDOW DISPLAYS
- COUNTER DISPLAYS
- PUBLIC BUILDINGS
- BULLETIN BOARDS
- SCHOOLS
- COMMUNITY HALLS

7 PIECES IN FULL COLOR

- 1 large crest—21" x 14"
- 2 large banners—7" x 21"
- 2 small banners—5 1/2" x 16"
- 2 circle crests—9" diameter

Gay, appealing colors of green, yellow and sparkling gold, with bright red, blue and orange in the crests.

Use the Kits Complete, in part, or in combination with your own Display and Decorating Plans.

Many different decorative arrangements can be made with the seven display pieces in each kit. Use them separately, together, or in combination with your own ideas and materials. A chart with suggested display arrangements is included with each kit, together with 10 Alberta Golden Jubilee Programme booklets, containing Jubilee information, programme of special events and dates of celebrations, and 2 Jubilee car bumper cards. Sample kits have been distributed throughout the province.

Complete Kits Available From Provincial Marketing Board

PRICE PER KIT \$2.00

SEND COUPON TODAY

Golden Jubilee Committee, 119 Legislative Bldg., Edmonton, Alberta.

Provincial Marketing Board,
Administration Bldg., Edmonton.

Please send me **GOLDEN JUBILEE DISPLAY KITS.**

I enclose \$2.00 for each Kit. Total \$.....
Cheque or Money Order

Name
Address

Venice

Mrs. M. Macor was a recent patient in the Lac la Biche Hospital. Ernest Gingras was in Edmonton a few days last week for medical treatment.

On Monday, Feb. 21, an agricultural meeting was held in the hall. Mr. Lore district agriculturist, was present. A few films were shown.

On March 9, a well-attended FUA meeting was held at the Wheat Pool office.

Charron

Mrs. Lyle Steed spent a week in the city.

Miss Pearl Holst of Boyle is staying with Mrs. Bill Holst while Bill is away working for L. Gregory of Lac la Biche.

Velmores St. Jean and Amedie St. Jean are back home after two months of bush work.

Nick Shapka has been driving the school van for Mike Ilnicki.

There are church services held every Sunday evening at the Charron School at 7:30. Rev. Greene officiates.

Harold Steed and Frank Ball were weekend-visitors here.

A birthday party was held for

Mr. Abraham St. Jean on Mar. 3. Despite the cold weather, friends came out to wish him a happy birthday.

Mr. and Mrs. Sandy Karpetz attended the 25th wedding anniversary celebration held for Mr. and Mrs. George Franchuk at Wandering River.

Gourin

Mr. and Mrs. Edward Duperron and girls were visitors at the home of Mr. and Mrs. Arthur Boulanger.

Philias Boulanger was home for a recent visit, but has gone back to camp.

Many of the young people of Gourin attended a pre-lent dance in Plamondon.

Some of the children were out of school for a few days, as their teacher, Mr. Beaudoin, was injured while playing hockey.

Willowridge

Miss S. Johnson of Edmonton was the guest of Mr. and Mrs. William Speers where she conducted the morning service March 6. Her next service will be March 20 in the school. If weather should be very cold it will be in the home of Mr. and Mrs. R. S. Benham.

Go Too Fast In Irrigation

EDMONTON—Agriculture Minister Halmrast said Monday the government would move more cautiously in future development of irrigation land in southern Alberta.

"If we are going to be successful we must move slower and bring in farmers when the land is finished," he said in the legislature budget debate.

Mr. Halmrast said experience showed the government moved too fast—farmers moved on the land while the land was not yet ready. He said 12 construction contracts for the St. Mary-Milk River Development were let last year.

MOTORISTS!

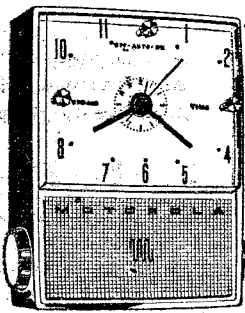
Are you fully covered with Insurance To protect yourself, your home and your family? Good protection is cheap. See us for complete lines of all Insurance. Real Estate. Commission and Conveyances.

Geo. W. Franchuk
Ph. 116 Lac La Biche, Alta.
(Lac La Biche, Wandering River)



If not available, write directly to
Sereda Drugs Ltd.
10047 Jasper Ave. EDMONTON

newest idea
in town

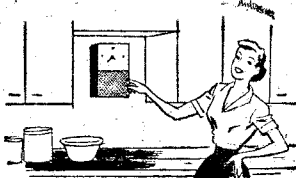


Motorola Pin Up Clock Radio

Puts your minutes to music all through the day—and automatically turns on your favorite radio program. For kitchen, bathroom, rumpus room or porch.

In cherry, leaf green, off-white or citron. Patented plug adjusts cord to required length. Golden Voice tone.

Model 52CW



Romaniuk's Radio
LAC LA BICHE Alberta



Call in today for all your building requirements

Hayward Lumber Co. Ltd.

Phone 23

LAC LA BICHE Alta.

EASY TO BUILD, AND ECONOMICAL TOO, WITH GIANT PANELS OF DOUGLAS FIR PLYWOOD

ALBERTA'S PUBLIC HEALTH PROGRAM

The most precious possession of any individual is his health. Similarly the most valuable of all resources of any country is the health of its people. Alberta's Department of Public Health exists to safeguard this resource by seeking to prevent disease, or when it strikes, to assist in the recovery of the individual.

The Province of Alberta has attained a favorable financial position, the advantages of which are being shared by all. As

a result, Government services are being offered on a scale that was financially impossible a few years ago. This is particularly true in regard to public health services.

Ten years ago the Government of Alberta spent \$3,285,000 on public health. During 1954-55 the overall expenditure increased to \$24,482,000, of which \$2,760,000 will be refunded from the federal treasury. During the past ten years, public health services have cost the Government of Alberta more than \$92,000,000.

What do we get for all this money?

The expenditures which have been made by the Department of Health have undoubtedly brought better health to the people. They have, moreover, helped relieve the financial burden of those who have been victims of disease. The cost of health services is heavy. But the value of better health cannot be calculated in monetary terms.

The department provides the people of Alberta with a well-rounded health program. It begins with pre-natal and post-natal care, well-baby clinics and school health supervision conducted by trained personnel in the health units and the municipal nursing districts. It stresses prevention through intensive immunization campaigns, and carries on with the most effective known measures for the control of communicable diseases. It provides for free diagnosis and treatment services for the most serious causes of ill health and continues through to hospital, medical, surgical and dental care for pensioners and their dependents. It is designed to give help where help is needed most and, in short, to promote better health for the people.

Public health services include a hospitalization program available to 96 per cent of Alberta's population with standard ward care (when it is needed) at a direct cost to the individual of \$1 per day. Hospital "extras" are available similarly for an additional dollar per day. Maternity hospitalization up to 12 days of standard public ward care is provided at government expense to all mothers who are residents of Alberta. Complete hospital and medical services are given those receiving various pensions and allowances. The Province has assumed the cost of caring for those suffering from tuberculosis, cancer, except hospitalization, poliomyelitis, cerebral palsy and (excepting chronic cases) rheumatoid arthritis.

Cost of the chief health services provided by Alberta's Department of Public Health for the 1953-54 fiscal year include the following: Hospital construction grants, \$1,256,803; Tuberculosis Act \$1,501,802; Public Health and municipal nursing \$135,064; Mental Institutions \$3,293,233; Public Health laboratories \$251,116; Poliomyelitis Act \$991,477; Cancer treatment \$520,058; Maternity Hospitalization \$2,054,351; Health Unit grants and costs, \$355,241; Pensioners' hospital and medical services \$2,457,640.

GOVERNMENT BUSINESS IS YOUR BUSINESS

Government of the Province of Alberta

See us always for a complete line of Red Head Gas, Oil and Supplies

We'll give you 24-hour service at the pumps with a smile. See us for winter clothing and footwear now. Your IHC Dealer. We stock a complete line of feeds.

ROLAND VINCENT GENERAL MERCHANT

Groceries, Confectionery, Fresh Meats, Fruits and Vegetables. HUNTER'S SUPPLIES at reduced prices.

Phone Atmore—Toll Office

ATMORE

Alberta

COMING SOON!

The new 1955 Models in

Chevrolet and Pontiac Cars

Now—Better Than Ever!

Enquire About Them at—

CENTRAL SERVICE GARAGE

Dealers for Chevrolet, Oldsmobile, Pontiac, Buick Cars—Chevrolet and G.M.C. Trucks — B-A Products

LAC LA BICHE

Alberta

Gift Headquarters

TOYS - NOVELTIES

Ladies' Coats, Dresses and Shoes

Also Children's Wear

Shop at ...

5c to \$1.00 STORE

LAC LA BICHE

Alberta

TO OUR FRIENDS AND CUSTOMERS

IT HAS ALWAYS BEEN THE DESIRE . . .

of the undersigned business men of Lac La Biche and District, to make every effort to keep up with the times and, wherever possible, to put into effect, new and progressive ideas to enable us to serve our customers better.

AS YOU KNOW, IT HAS BEEN THE CUSTOM . . .

at our places of business for many years, as it has been elsewhere, to carry charge accounts for 30 days, and sometimes longer. Out of this practice, the business man has had to bear additional expense through bookkeeping, financing charges, etc. All this has naturally added to the cost of doing business, and has therefore tended to increase the ultimate price to the consumer.

The Buying Public Everywhere Now Recognizes That BETTER VALUES Can Be Secured By PAYING CASH

THIS HAS BEEN AMPLY PROVEN

and amply demonstrated by the largest distributors of merchandise throughout the Country, who have been successfully operating on a strictly CASH BASIS.

AFTER DUE CONSIDERATION . . .

we have decided to adopt a cash policy, in line with the trends everywhere, so that we shall be in a position to give our customers the best possible service at the lowest possible price, consistent with good merchandising. (This step has been taken by over seven thousand merchants in Alberta, Manitoba and Saskatchewan in the last 18 months.)

Effective April 4th, 1955

Our Places of Business Will Go On A

STRICTLY CASH BASIS

which means no credit will be extended thereafter.

We Are Confident That This New Policy Will be a Definite Advantage to You

TO THOSE CUSTOMERS WHO MAY NOW OWE AN ACCOUNT . . .

at any of our places of business, we want to assure them that if it is not convenient to pay the present account in full at this time, we shall be happy to discuss the matter and make suitable arrangements for payment of same. Conditional Sales contracts and installment sales agreements will continue to be available.

MAY WE TAKE THIS OPPORTUNITY TO THANK YOU . . .

for your support in the past, and to express the hope that we may long be favoured with your patronage under this new plan.

CORDIALLY YOURS,

M. Hamar Co. Ltd., Lac La Biche
Lac La Biche Mercantile,
Lac La Biche
Robinson Stores, Lac La Biche
H. McCormick, Lac La Biche
Lou's Richard, Lac La Biche
Louis Rudiger, Lac La Biche
Klim Mischuk, Lac La Biche
Eli's General Store, Lac La Biche
A. Beaudoin, Mission
George Homeniuk, Lac La Biche
L. Ulliac, Lac La Biche
W. Hamilton, Lac La Biche

O. D. Tremblay, Lac La Biche
Hawirko & Steparyk
Lac La Biche
Charles Lebas, Lac La Biche
John Onufrow, Lac La Biche
Lac La Biche New and Second
Hand Store, Lac La Biche
Stewart's Drug, Lac La Biche
Abdel Zrian, Lac La Biche
W. Dumas, Lac La Biche
J. Zaluzny, Lac La Biche
Hayward's Ltd., Lac La Biche
5c to \$1.00 Store, Lac La Biche

Romaniuk's Radio Shop
Lac La Biche
B & L General Store
Lac La Biche
L. J. Badrey, Lac La Biche
O.K. Motors, Lac La Biche
H. Lobay, Lac La Biche
P. Plamondon, Plamondon
R. L. Vincent, Atmore
Atmore Service Garage, Atmore
J. E. Dakin, Gourin
Derko's Service Station,
Grassland

D. S. Semeniuk, Grassland
N. Semenchuk, Grassland
M. J. Ilnicki, Grassland
Blue Jay Store, Grassland
Northway Rest & Meat Mart,
Grassland
Dale Mellott, Grassland
W. Prochinsky, Craigend
F. A. Lefebvre, Venice
The Mercantile Co., Venice
S. Grandish, Hyllo
G. McEachern & Sons, Hyllo
F. E. Terrien, Barnegat